



WPTV

ORDER

Print Date 10/23/12

Page 1 of 3

Flight Dates **10/23/12-10/29/12**

Contract / Revision **315454 /**

Original Date / Revision
10/22/12 10/23/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Treasure Coast Jobs Coalition

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C23C29**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	22	\$39,780.00	\$46,800.00	0.00
November 2012	5	\$16,235.00	\$19,100.00	0.00
Totals	27	\$56,015.00	\$65,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	22	\$39,780.00	\$46,800.00
10/29/12	10/29/12	5	\$16,235.00	\$19,100.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/23/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- 11- 1- -	:30	3	\$650.00	P-2	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/23/12	10/29/12	- 11- 1- -					3	\$650.00		0.00		
N 2	WPTV	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1111- - -	:30	4	\$850.00	P-2	0.00 NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/23/12	10/29/12	1111- - -					4	\$850.00		0.00		
N 3	WPTV	10/27/12	10/27/12		CM	6-7a	- - - - - S-	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00



WPTV

Print Date: 10/23/12

Page 2 of 3

Contract / Revision **315454** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **Treasure Coast Jobs Coalit** Estimate # **C23C29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sa 6-7a											
				Sa 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$600.00		0.00			
N 4	WPTV	10/27/12	10/27/12	Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Sa 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$1,200.00		0.00			
N 5	WPTV	10/27/12	10/27/12	Sa 8-10a	CM	8-10a	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Sa 8-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$2,500.00		0.00			
N 6	WPTV	10/23/12	10/29/12	M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$750.00		0.00			
N 7	WPTV	10/28/12	10/28/12	Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Su 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$500.00		0.00			
N 8	WPTV	10/27/12	10/27/12	Sa 6p	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Sa 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$2,000.00		0.00			
N 9	WPTV	10/23/12	10/29/12	M-F 630-7p	CM	630-7p	11--1--	:30	3	\$7,500.00	P-2	0.00	NM	3	\$22,500.00
				M-F 630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11--1--					3	\$7,500.00		0.00			
N 10	WPTV	10/27/12	10/27/12	Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$1,500.00		0.00			
N 11	WPTV	10/27/12	10/27/12	Sa 11-1130P	CM	11-1130p	-----S-	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				Sa 11-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$5,000.00		0.00			
N 12	WPTV	10/23/12	10/29/12	M-F 11-1135p	CM	11-1135p	1111---	:30	4	\$5,000.00	P-2	0.00	NM	4	\$20,000.00
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1111---					4	\$5,000.00		0.00			



WPTV

Print Date: 10/23/12

Page 3 of 3

Contract / Revision **315454** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **Treasure Coast Jobs Coalit** Estimate # **C23C29**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N12	WPTV	10/23/12	10/29/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1111--	:30	4	\$5,000.00	P-2	0.00 NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	1111---	4		\$5,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WPTV	10/23/12-10/29/12		M-F 11-1135p		11-1135p	MTWTh----	:30		(\$5,000.00)		0.00 NM		
See MG 12.5 [sold out]														
3	WPTV	10/23/12-10/29/12		M-F 11-1135p		11-1135p	MTWTh----	:30		(\$5,000.00)		0.00 NM		
See MG 12.6 [na due to equal access]														
5	NPTV	10/24/12-10/29/12		M-F 630-7p		630-7p	M-WThF----	:30		\$5,000.00		0.00 NM		
Ⓜ MG for 12.2 10/24 equal access														
6	NPTV	10/23/12-10/29/12		Su 9-10a		9-10a	-----Su	:30		\$5,000.00		0.00 NM		
Ⓜ MG for 12.3 10/25 equal access														
N13	WPTV	10/27/12	10/27/12	Saturday Prime C Law & Order SVU	CM	10-11p	-----S-	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	-----S-	1		\$1,000.00		0.00					
													Totals	27 \$65,900.00